

ORANGE & LEMON  
EMPIRE VALLEY



BLOOMINGTON CHAMBER OF COMMERCE  
BLOOMINGTON CALIFORNIA





35 ACRES OF LEMONS, BLOOMINGTON ROAD. FARM LOTS 336-341. SIX YEARS OLD.

**ROADS.**—The district was subdivided by the Semi-Tropic Land & Water Company into twenty-acre farm lots, with roads running north and south every quarter mile, and east and west every half mile. These roads are oiled and parked with ornamental trees, palms, etc.

San Bernardino county has voted good roads bonds for \$1,750,000, and Bloomington is to enjoy the lion's share. The first road to be built under the County Highway Commissioner will be a concrete road from Redlands to Ontario (23 miles) on Colton avenue, that extends east and west through the center of Bloomington district. Also a concrete road will be built from Rialto through Bloomington to Crestmore and Riverside county line, there connecting with Riverside county's system of permanent roads. Riverside avenue direct boulevard, from

Riverside to Rialto, connects with the State Highway and intersects the Ocean to Ocean Highway in Bloomington. The road from Redlands to Ontario is a connecting link of the Ocean to Ocean Highway from Los Angeles to New York through Bloomington. This highway connects at Ontario with the Valley boulevard to Los Angeles, and connects with the Riverside county link in the Ocean to Ocean Highway east of Redlands.

**SCHOOLS.**—Bloomington has two schools within the district. One is a \$20,000 building with modern equipment, located on Cedar avenue in the townsite of Bloomington, in which six teachers are employed. The High School and Business College students attend schools in Riverside, Colton and San Bernardino.





SIXTEEN-YEAR-OLD NAVEL GROVE, CORNER CACTUS AND MANNING AVENUES. FARM LOT 156.

**CHURCHES.**—Congregational church and parsonage. The Pacific Electric cars to Colton, Riverside and San Bernardino make it possible for the citizens of all denominations to enjoy services of their choice.

**CIVIC AND SOCIAL ORGANIZATIONS.**—Bloomington Chamber of Commerce. Ocean to Ocean Highway Chapter No. 3. Parent-Teachers' Association. Ladies' Aid. The Ladies' Social Club.

**DAIRY.**—E. & W. Ranch, 150 cows; will increase to 250. Products are shipped to Los Angeles.

**PUBLIC LIBRARY.**—We enjoy the county's circulating library system. Library is open from one to five, and two evenings each week.

**POULTRY.**—The opportunity for poultry ranches could not be excelled, and the products find good mar-

kets in the surrounding cities and towns within a radius of seven miles.

**TREE PESTS.**—Bloomington is a "protected district," free from scale and other tree diseases.

**HOUSEWIVES' CONVENIENCES.**—Domestic water under pressure; Home and Sunset telephones; electric lights; two general merchandise stores. The tradesmen of San Bernardino, Colton, Riverside and Rialto solicit and make free deliveries of groceries, feed, vegetables, laundry, ice, etc.

**ORANGES AND LEMONS.**—Approximately 1200 cars of oranges and lemons are grown in the Bloomington district, packed and shipped from Bloomington, Rialto, Colton and Riverside. Two hundred cars of lemons will be shipped during the season of 1914 and 1915 by the Bloomington Fruit Association.



**PACKING HOUSES.**—Bloomington Fruit Association is a mutual non-profit organization, and a member of the California Fruit Growers' Exchange. The orange and lemon houses are equipped with all modern appliances. The lemon house was built three years ago, and is rated as one of the few properly equipped lemon packing houses in Southern California. The capacity of this house is two cars per day. It has reinforced concrete sweat rooms with a capacity of four cars per forty-eight hours, and a reinforced concrete basement, having ample room for storage of sixty cars. A six months' storage has shown less than one-half of one per cent decay. Both houses employ from 125 to 200 people during the packing season. A small discount of only two cars of a total of 330 was made on account of decay for the entire season of 1913 and 1914. Absence of scale eliminates the necessity of washing the fruit and insures excellent keeping qualities.

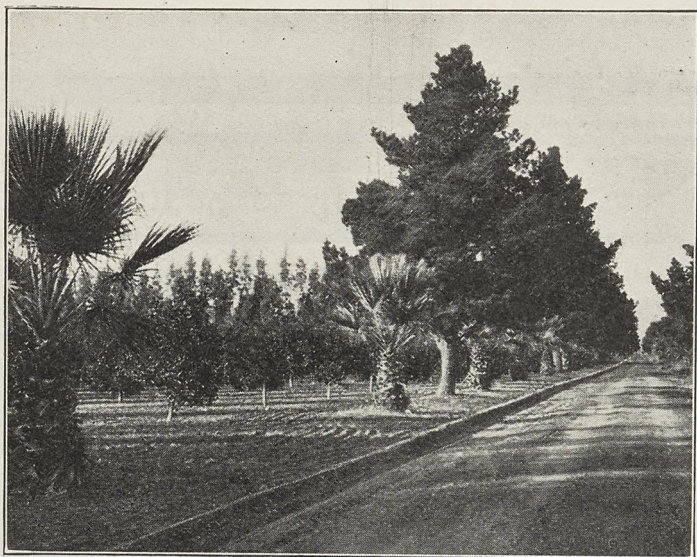
During the season of 1914 we consigned to the auction markets of the eastern cities, and the sales recorded show that our Dan Patch and Pony brands have, in every competitive sale, topped the market from 25c to 75c per box, when in competition with the recognized choicest brands. The records of our association will be submitted for comparison in packing charge and net profits per pound or box with any member of the California Fruit Growers' Exchange, or independent packers or shippers in Southern California.

Members may purchase through the Supply Department of the California Fruit Growers' Exchange, fertilizer, etc., receiving the benefit of enormous discounts.



RIVERSIDE AVENUE, NORTH TO RIALTO, FROM MANNING AVENUE. FARM LOT 156. LEMONS.





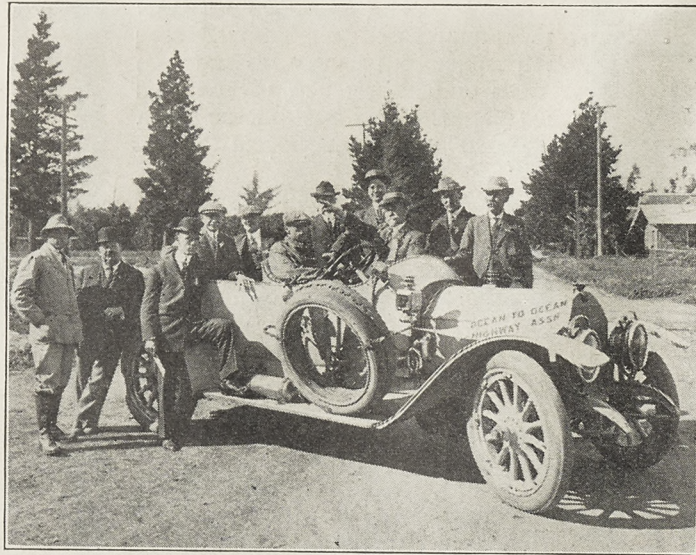
NORTH ON LINDEN AVENUE. FARM LOT 483.

**DECIDUOUS FRUITS AND OLIVES.**—West of the lands under our water system are 1400 acres being developed, about 800 acres being planted to olives and English walnuts, interset with peaches and apricots. To the east, 1200 acres are being planted to citrus fruits, English walnuts, grapes, deciduous fruits, olives and alfalfa. Vacant lands under our water system are adapted especially to the production of fancy citrus fruits.



SCENE IN WHALEN PARK.





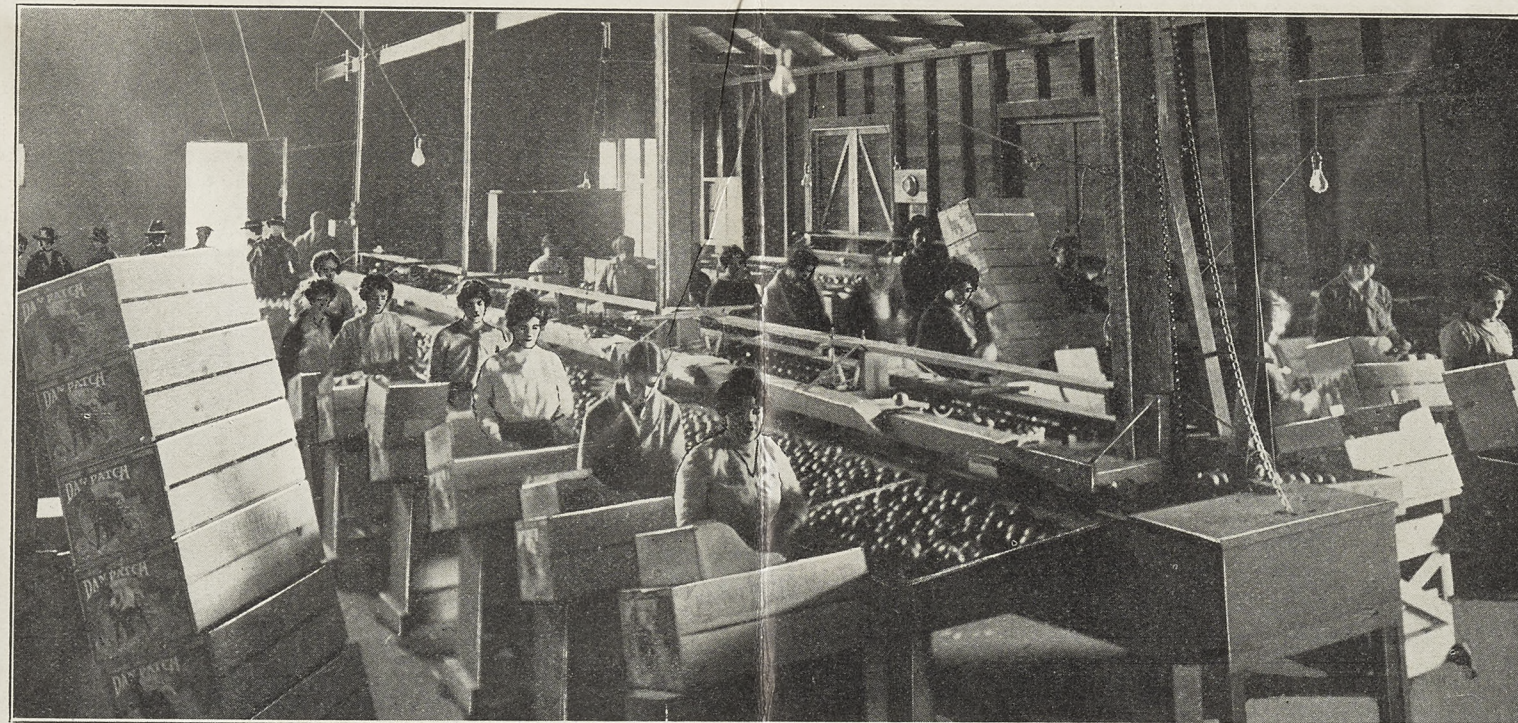
OCEAN TO OCEAN HIGHWAY CAR, LOS ANGELES TO NEW YORK, 1912.

**ACREAGE PLANTED.**—3950 acres are planted to groves, ranging from one to twenty years. 3000 acres are in bearing; 2500 acres in Navels, Valencias and Blood oranges; 500 acres to lemons and grapefruit; 950 acres set to walnuts, deciduous fruits and alfalfa. 115 acres were set to lemons by resident ranchers in the district during the past two years.

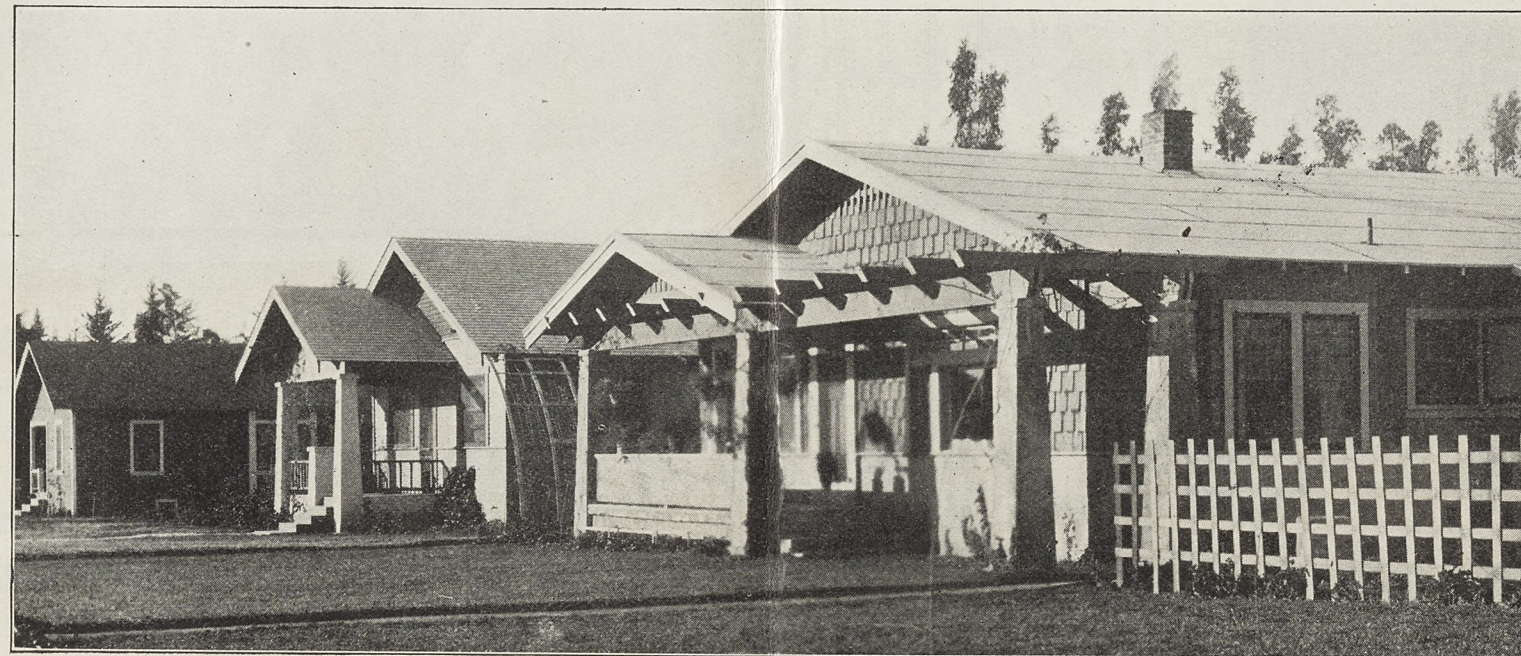
**RAINFALL.**—The average rainfall the past 30 years is 17.93 inches.



THE SOUTHERN PACIFIC DEPOT.



INTERIOR OF LEMON PACKING-HOUSE.



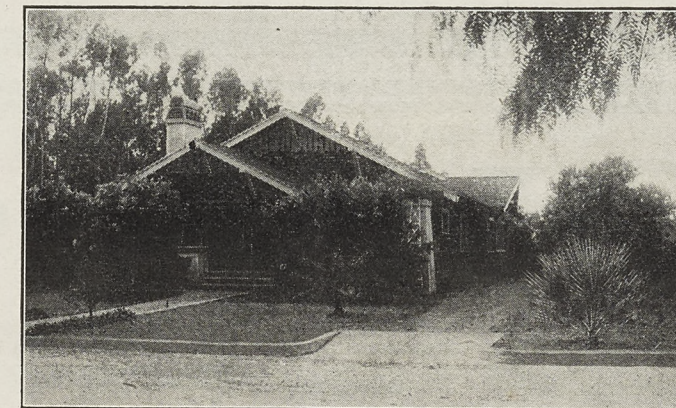
BUNGALOWS ON CHURCH STREET, SOUTH OF COLTON AVENUE.



CEDAR AVENUE SCENE, BLOOMINGTON.

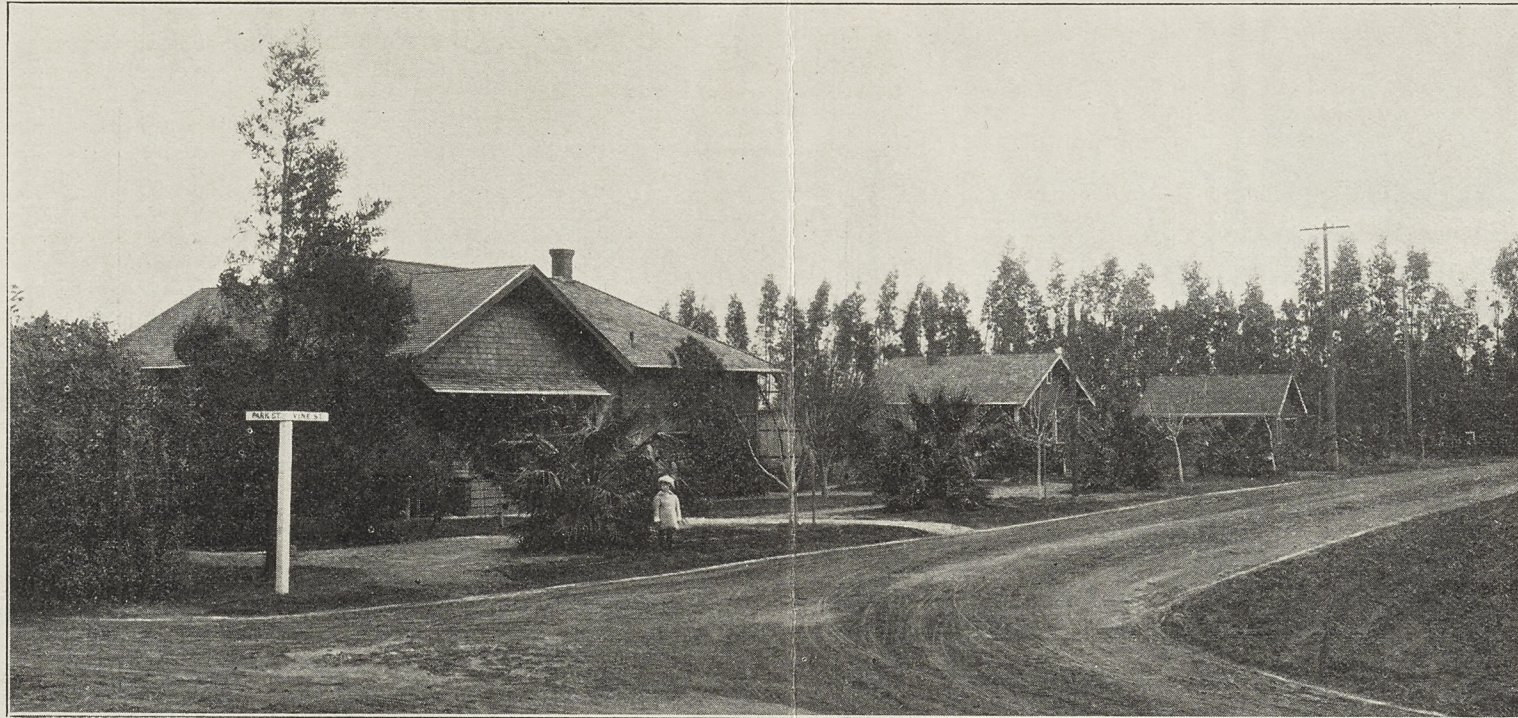
**CITRUS EXPERIMENTAL STATION.**—The regents of the University of California, after considering locations for more than a year, decided to put the station in the "Orange and Lemon Empire Valley," because of accessibility to the citrus growers, climatic conditions, soil and water, and social advantages.

**PARKS.**—Whalen Park, donated by the Southern Pacific railroad; Mountain View Park, donated by the subdividers. It is but a short car ride to Fairmount Park, with its bathing, boating, etc. Mountain resorts and camping grounds of San Bernardino and Riverside counties are accessible by good roads and the Pacific Electric and steam railroad systems.

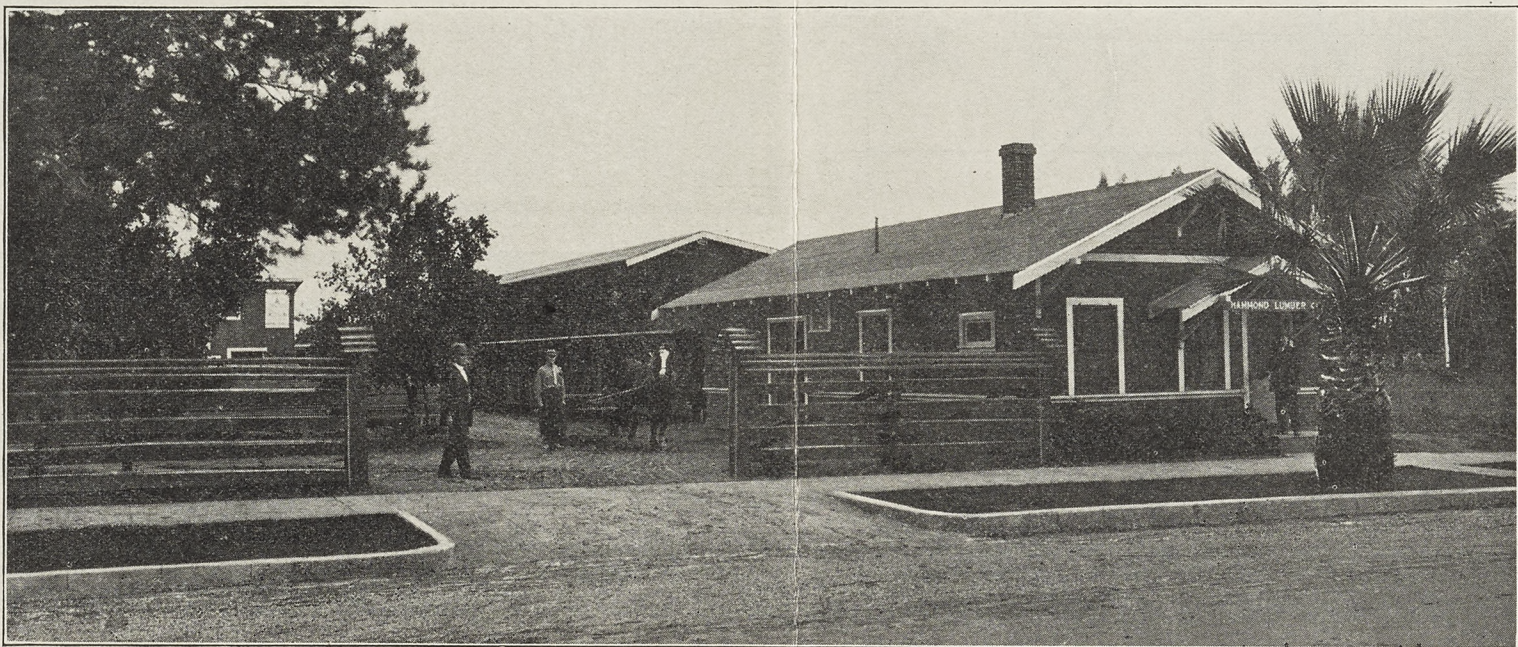


BUNGALOW AMONG THE ORANGE BLOSSOMS.





BUNGALOW ROW IN BLOOMINGTON, PARK AND VINE STREETS.



HAMMOND LUMBER CO., OFFICE AND YARD.



LEMON NURSERY FROM SEED. WITHOUT ARTIFICIAL PROTECTION, BUT NO DAMAGE DURING THE "FREAK" PERIOD OF 1912-'13.

#### WHAT REPRESENTATIVE MEN OF SOUTHERN CALIFORNIA SAY OF BLOOMINGTON DISTRICT.

Gentlemen: "One of the heaviest cars of fruit I ever saw, congratulations to shippers of such fruit, it averaged with Extra Fancy Redlands in the sale."  
J. E. GRAVES,  
Sales Mgr. Cal. Fruit Growers' Assn., St. Louis, Mo.

"It is my opinion that considering water, soil, climate, and general environments, this district is ideal for Citrus Fruit."  
FRANK G. WEBBER,  
Sec. Mgr. Bloomington Fruit Association.

"This particular district is entirely free from damaging frosts and I will challenge anyone to show me better looking groves than we have here, which, of itself, speaks for the soil. As for climate, I think it is as near perfect as any climate can be."  
Yours sincerely,  
G. W. FARLEY,  
Bloomington, Cal.

"An abundant and permanent water supply.  
"The soil is a light granite loam, and seems to be especially adapted to the growing of citrus orchards, the effect of which is to develop in the trees the minimum of dead wood and the maximum of good health.

"The navel orange groves will hold a sound fruit for shipment during the months of March, April, May and June, while many choice foothill locations will drop their fruit during these months."

S. B. WRIGHT,  
Pres. Consolidated Abs. & Title Guar. Co.,  
San Bernardino.

"The rapid strides of our banks and their enormous resources bespeak the prosperity of our people.  
"What the development of our surrounding resources has in store for us is really beyond comprehension."

E. M. LASH,  
Cashier 1st Nat'l Bk., Rialto.

"I am justifiable in saying there are none that surpass, if any to equal, the Bloomington lands."  
W. P. MARTIN,  
Mgr. Citizens Land and Water Co., Rialto, Cal.

"I am firmly of the opinion that for future results the lemon and orange grower has cause for congratulation."  
J. C. BOYD,  
Sec. Mgr. Rialto Packing Co.

"I have not handled any property that appeals to me so forcibly for a permanent investment as does a home in the Bloomington district."  
W. C. McCULLY,  
Corona, Riverside County, California.

"We have here an ideal spot for outdoor life. Come and be one of us"  
Respectfully,  
ALBERT STECK,

"Orange Blossom" Grove, Bloomington, Cal.

"I purchased land here just prior to incorporation of the irrigation district, 20 years ago, and now have 25 acres under good improvement. I believe for the cultivation of fruit, both citrus and deciduous, these lands are unsurpassed. The climatic conditions are most favorable, and the water rights among the best and cheapest."

D. ROBINSON,  
Rancher, Colton, California.

"This section is rapidly coming to the front as a producer of high-grade oranges, and lemons."

S. J. BUNTING,  
Sec. Citizens' Land & Water Co., Bloomington, California.

"I consider the soil and location particularly well adapted to the production of citrus fruits, and look upon the water supply as one of the best in the country."

Yours very truly,  
STANLEY J. CASTLEMAN,  
Cashier First National Bank, Riverside, Cal.

BLOOMINGTON CHAMBER OF COMMERCE, Bloomington, California



## BLOOMINGTON CAPITAL OF THE VALLEY

# ORANGE AND LEMON EMPIRE VALLEY

## BLOOMINGTON CAPITAL OF THE VALLEY

### LOCATION.

Bloomington is located in the center of Orange and Lemon Empire Valley and those who are familiar with the district and with citrus culture admit that it is the most ideal and advantageous location for suburban homes and for orange and lemon production between the Tehachapi mountains on the north and San Diego on the south. Geographically, the distance is short to the most recognized citrus districts. Its accessibility by steam and electric railroads, concrete state and county highways and oil roads could not be excelled.

The elevation is 1100 feet, the highest point between Los Angeles and Redlands.

There are 5500 acres in the district, irrigated by the Citizens' Land & Water Company. It is an old-established district, recognized as one of the best producers of citrus fruits.

### CITIZENSHIP.

The majority of the growers were among the early settlers or pioneers, of San Bernardino county. The growth of the district has been gradual, composed mainly of sturdy ranchers.

### CLIMATE.

The district is commercially frostless. But once in twenty years have the ranchers suffered the loss of fruit. During the most severe weather of recent years, seed beds, nurseries, and one and two-year-old groves escaped any material damage, and at no time were bearing trees injured. Statistics show our lowest temperature to be 26 degrees. On account of its altitude and location on a mesa, it is cooler in summer than the districts along the foothills. The nights are always cool, the hot atmosphere of the day being replaced at nightfall by the cool atmosphere from the snow-capped mountains.

### SOIL.

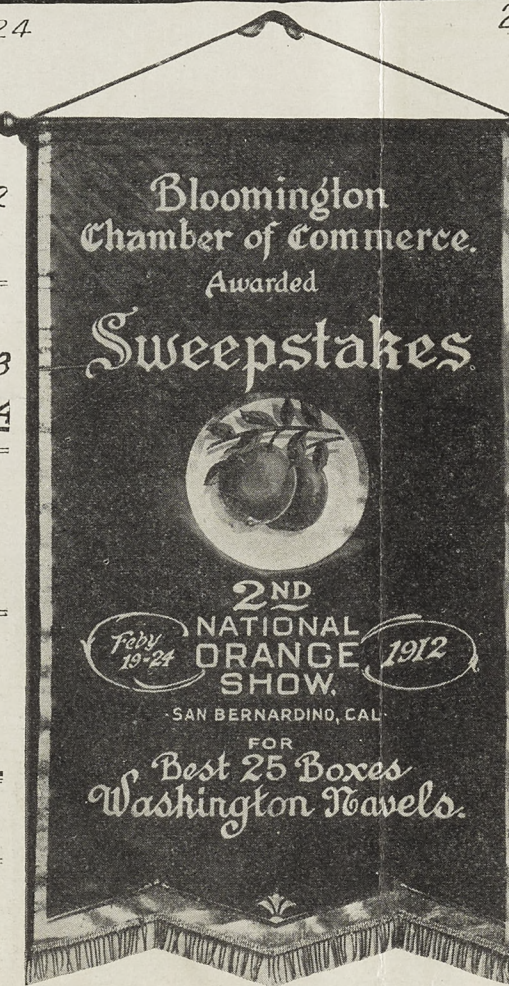
Bloomington's soil is a fertile sandy loam. Subsoil is red clay and is especially adapted to citrus and deciduous fruits and can be cultivated at minimum cost, because the soil does not bake, and the formation of hard-pan is unknown. The sandy loam takes water freely, and the clay subsoil retains the moisture.

### TRANSPORTATION.

Bloomington is on the main line of the Southern Pacific railroad, 54 miles from Los Angeles, and is the junction of the Riverside, Rialto & Pacific railroad, connecting with the Santa Fe at Rialto, and the Salt Lake railroad at Riverside. The Pacific Electric is operating a main line through Bloomington from Los Angeles to Riverside, giving direct connections by electric lines from Bloomington to Los Angeles, Riverside, Rialto, Fontana, San Bernardino, Redlands, Colton and Highgrove.



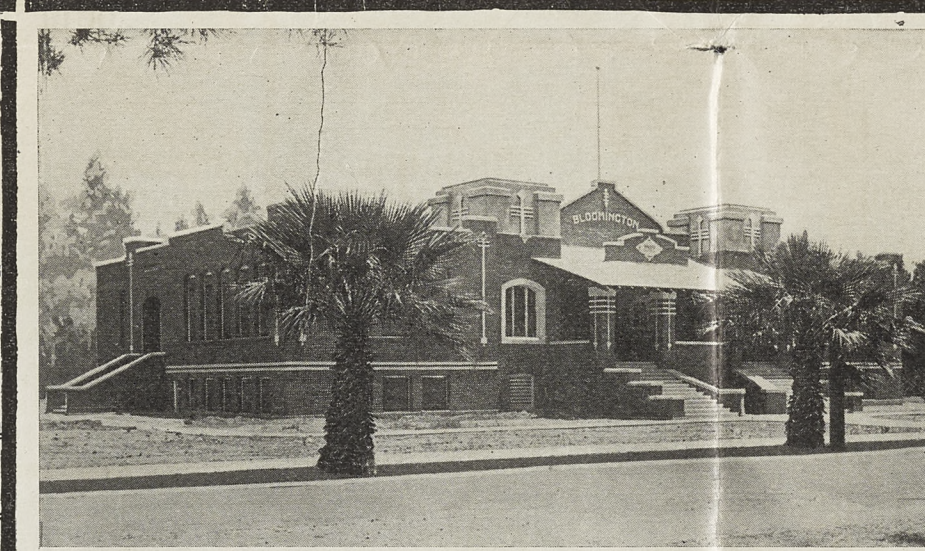
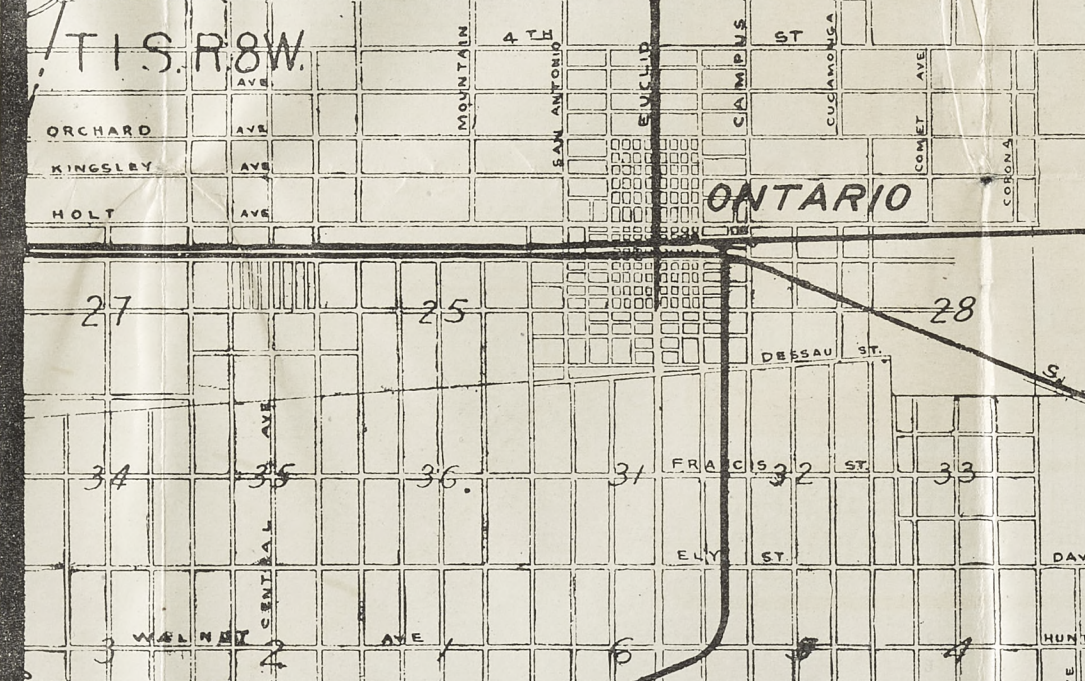
Sixteen year old Valencia Grove  
Farm Lot 221 Colton Avenue.



Cedar Ave. Bloomington



Bloomington Road, looking North to Rialto  
from Farm Lot No.174



School House - Cedar Avenue.



Awarded to Bloomington Chamber of Commerce by  
National Orange Show, in competitive fruit displays



Lemons from section of tree in 20-acre  
grove. Farm Lot 222. For yield per tree and  
quality of fruit, it can not be excelled.

### WATER.

The source of water supply is Lytle Creek Basin, the title having been established by purchase and usage during the past twenty years, and provides 1100 inches for the 3500 acres under the system, which is one inch to five acres, recognized as ample for all needs; 200 inches of this amount is artesian flow and is used to operate a turbine wheel that pumps two wells. The remaining twelve wells are equipped with reinforced concrete pits to the lower water plane. All wells are equipped with electric motors and are modern throughout. The water flows by gravity through underground pipes from Lytle Creek Basin, five miles. Laterals convey water in underground cement pipes to accessible points of every twenty-acre lot.

The Citizens' Land & Water Company is a mutual non-profit corporation, the expense of operation and maintenance being the actual cost. Roughly speaking, the cost of irrigation is \$1.00 per acre each "water run." Many ranchers have water runs every one, two or three weeks, yet the regular runs are every thirty days during the irrigating season. Every acre of land has a share of water stock appurtenant thereto.



Lemon and Orange Packing Houses. Capacity 2 Cars Lemons daily  
1915 Crop estimated 225 Cars; Storage Capacity 60 Cars. Modern in detail; Dan Patch and Pony Brands invariably Lead.

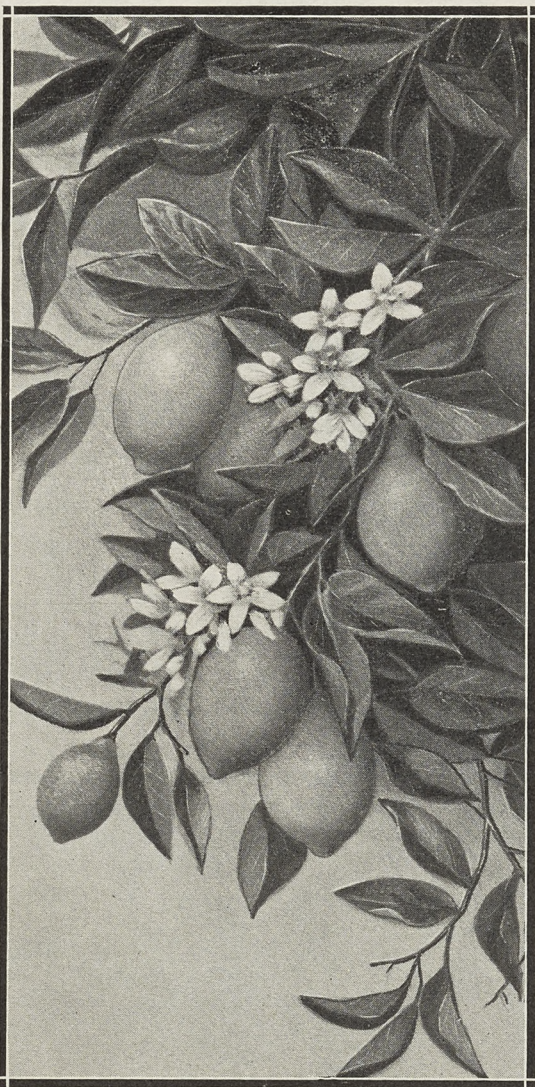
We earnestly request the practical Orange and Lemon Grower of other districts, who desires to increase his holdings, to come to Bloomington and consider the numerous advantages.  
Be a careful judge and by all means visit us.  
**BLOOMINGTON CHAMBER OF COMMERCE**  
BLOOMINGTON, CALIFORNIA







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EMPIRE VALLEY**



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